

Fig.1

Control Server Component 202

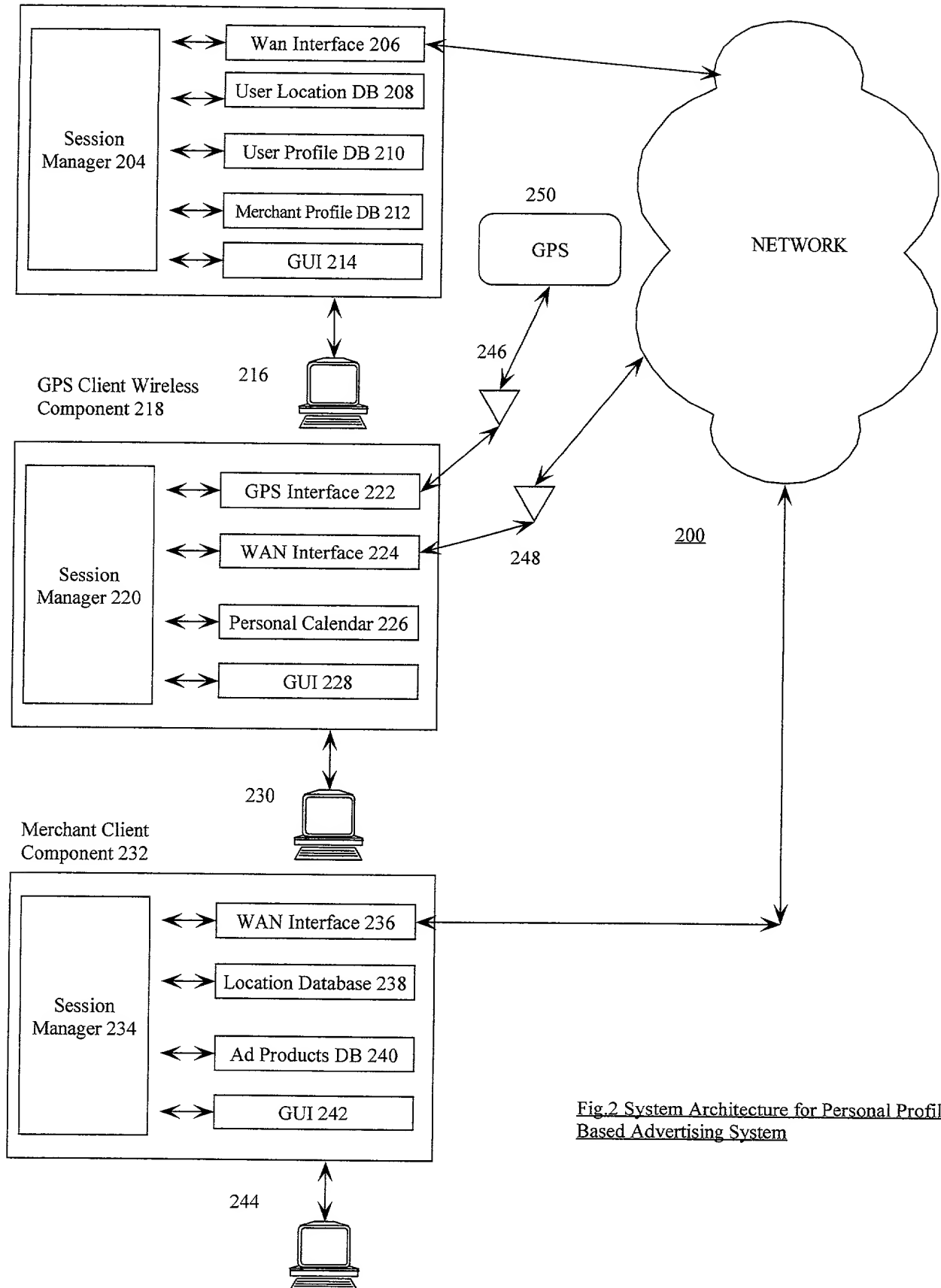


Fig.2 System Architecture for Personal Profile Based Advertising System

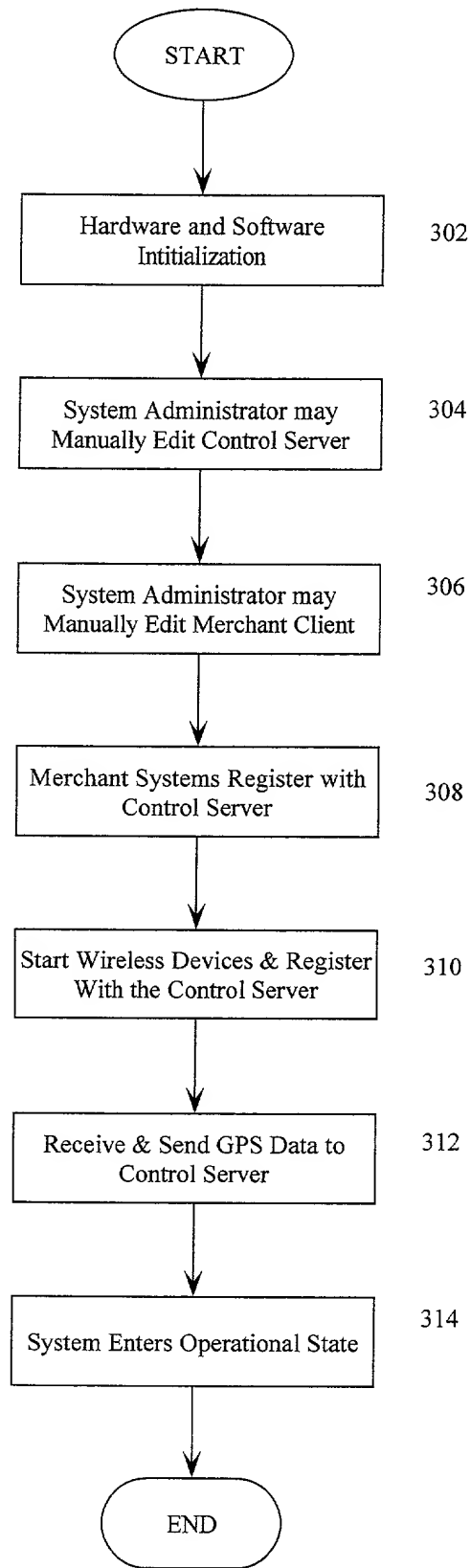


FIG.3 Initialization Process for the Personalized Advertising System

300

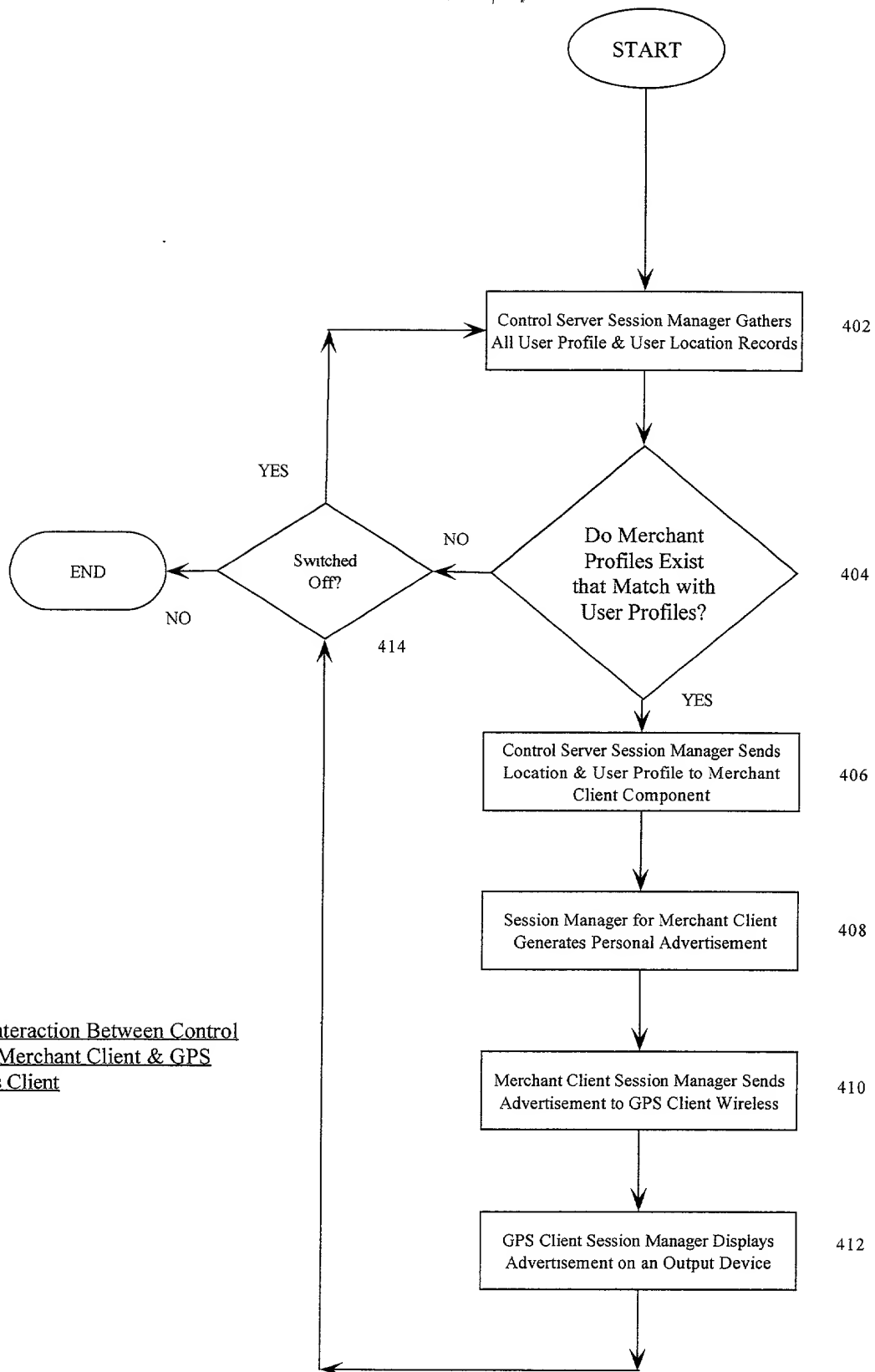


FIG.4 Interaction Between Control Server, Merchant Client & GPS Wireless Client

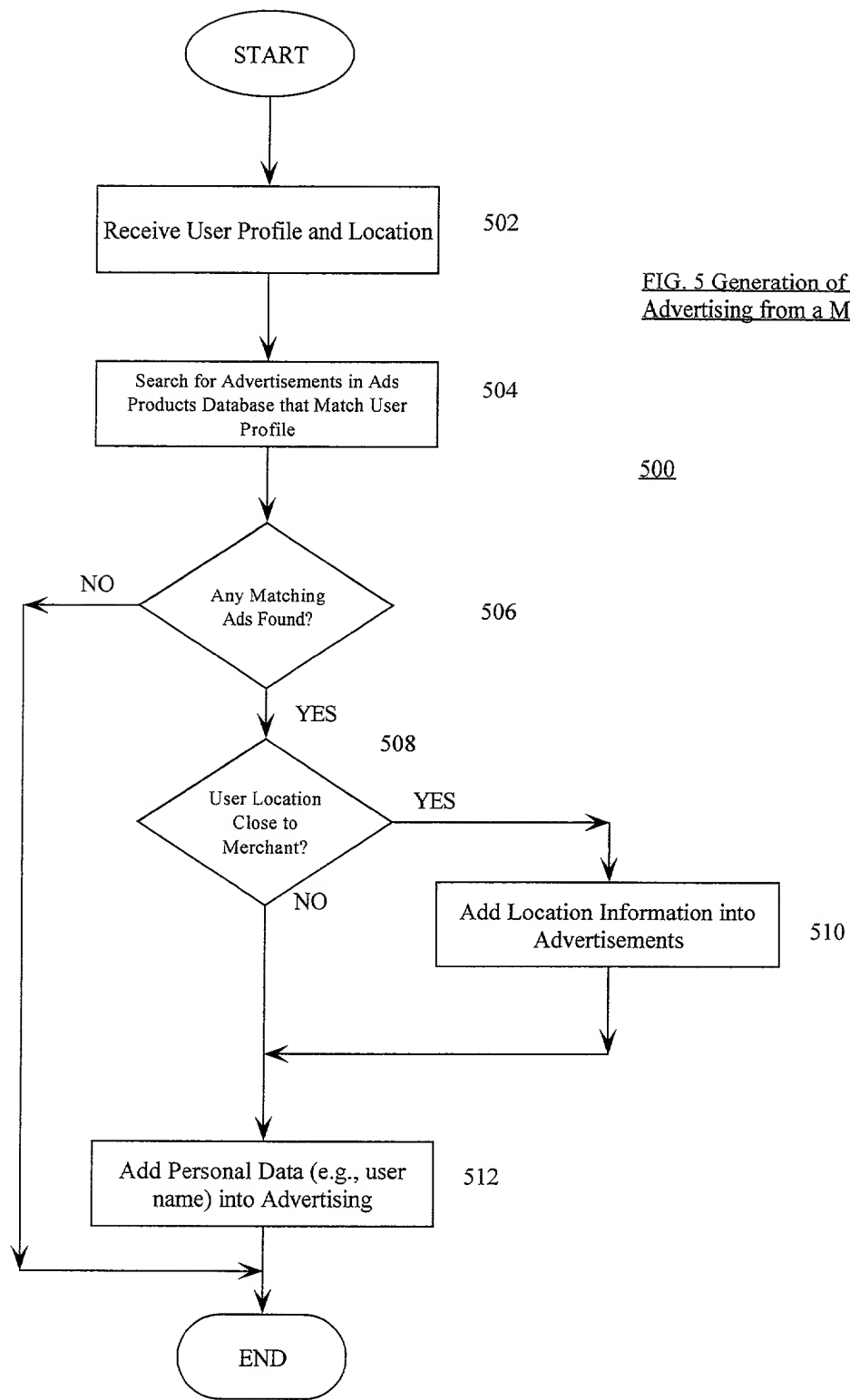


FIG. 5 Generation of Personal Advertising from a Merchant Client

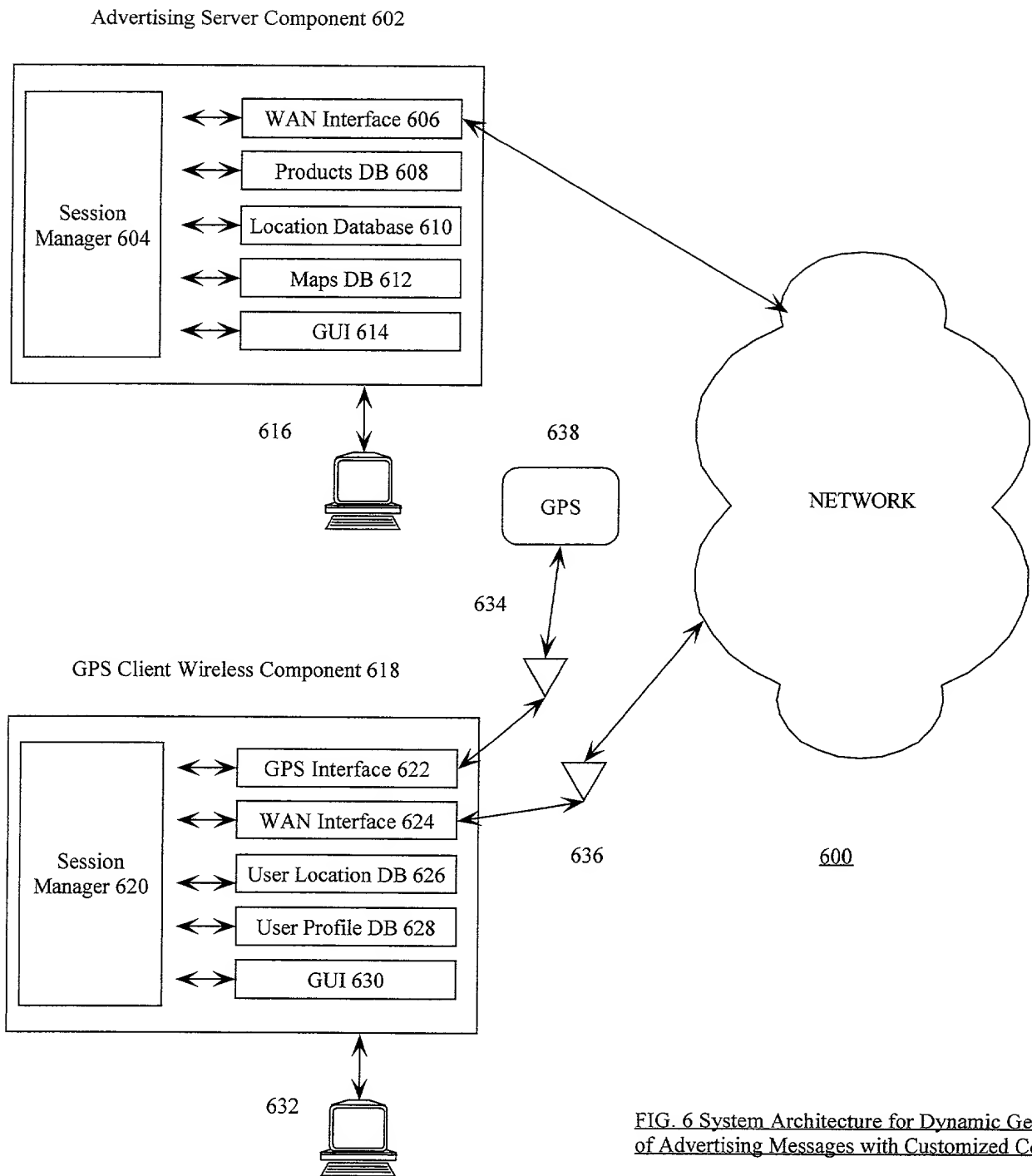


FIG. 6 System Architecture for Dynamic Generation of Advertising Messages with Customized Content

FIG. 7 Personal Advertising with
Insertion of Driving Directions

